

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
January 11, 2011, 4 p.m. - 6 p.m.
Board of Directors Meeting
AMPAS – 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Ryan Harter, President, CIM Group
Kitty Gordillo, Hollywood Wilshire YMCA
Carol Massie, Secretary, McDonald's Restaurants
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Patrick Russell, The Robert Green Company
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios

Absent

Lillian Kuo, Vice President, Broadreach Capital
Craig Donahue, The Donahue Group
Charles Eberly, The Eberly Company
Patrick Olmstead, Los Angeles Film School
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Bill Farrar, Andrews International
Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Steve Seyler, Andrews International
Devin Strecker, Hollywood Property Owners Alliance

Guests

Rebecca Agrait, Streetline
Yolanda Brown, Blessed Sacrament
Zachary Eaton, Space 15 Twenty

1. Call to Order

The meeting was called to order by Ryan Harter at 4:15 p.m.

2. Public Comment

Fr. Michal Mandala introduced Yolanda Brown, who will be taking over his position at Blessed Sacrament while he goes on to a new position.

3. Approval of Board Minutes

It was moved by Carol Massie, seconded by Kitty Gordillo and CARRIED to approve the minutes from the board's December 14, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Treasurer's Report: Duke Gallagher reviewed the financials with the board, which he had previously sent out via e-mail. Gallagher informed the board that the total net worth currently in the bank is \$170,422. He noted that the total delinquencies are \$2,027, about .15%, which is very low. In previewing the 2011 projected budget, he noted that there is a \$34,900 projected rollover which will go into a special projects fund, as this cannot be rolled over to the new BID in 2012. In the case that the BID is not renewed, this money will be spent or refunded to property owners.

It was moved by Kitty Gordillo, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report from December 31, 2010. Unanimously approved.

5. Committee and Program Reports

A. Streetscape Committee

1. General Update: Michael Pogorzelski reported on the CRA/Planning Dept's joint meeting where the two groups formed a sub-committee to offer recommendations on the draft guidelines, taking into account public comments from the joint meeting. The CRA will take up the issue in April, followed by the Planning Department's review in May/June; the plans could come out in July. Sarah MacPherson advised that it would be worthwhile to meet with members of the sub-committee for anyone that has concerns; she said she would identify the members and send out their e-mail addresses to the board. Pogorzelski also reported on the committee's field trip to Wilshire Center BID to look at different streetscape options; the committee is considering various planters for the BID and will continue to discuss this possibility. Regarding the Walk of Fame repair, MacPherson said that bids are currently being gathered to perform the repairs, and construction is expected to begin in March.

2. Big Belly Solar Compactor and Recycling Unit – MacPherson showed a video on these units, which many other cities are using. The units are able to compact about 5 times the amount of waste into one basket compared to regular litter receptacles. The attached recycling unit would be attached to the compactor. There is also a possibility of advertising revenue by wrapping the units with graphics, something that is already being done at Dodger Stadium. Folb recommended that the committee contact other areas that are using them to gather input. Morrison also said that we will get a comprehensive analysis of trash removal costs in the District to see what the savings would be if we switched to these units.

3. Chase Plaza – Morrison reported she had spoken with Rick Garcia at Chase, who said that support for the idea is warming up within the company. He requested a letter outlining how it would work with regards to responsibility and insurance liability. Morrison said

that Clean Street would just need to name Chase Bank as additional insured on their policy, and that CHC might also have to, which she is looking into.

B. Security Committee

1. LAHSA Homeless Count – Fred Rosenthal said the 2011 Homeless Count is scheduled for January 27th and volunteers are needed. Staff will send out a link to the volunteer form.

2. Year in Review – Security Director Steve Seyler presented a slideshow recapping security efforts throughout 2010. He said that the goal of the security patrol is to improve the quality of life in the district, and as such, they have partnered with other organizations with similar goals. LAPD is one partner, and Seyler has been attending their crime control meetings every Tuesday morning, where he has been able to give input and communicate directly with LAPD. He shared highlights from the past year, including the homeless registry, meeting with My Friends Place, Homewalk, an impromptu photo session with Dolly Parton and Sophia Lauren on the BID patrol's T3, a 2010 arrest map (1,125 total arrests made in 2010), commendations, CPR training, and individuals that the team was able to help or had to arrest.

C. Marketing Committee

1. Parking Issues Update: Morrison said the proposal to lease the city owned parking garages for the next 50 years is moving very fast, and that city council will be holding a hearing tomorrow at city hall. Several board members will be going to speak against the proposal. Morrison said she expected the vote to be very close. Miguel Santana, city Administrative Officer, had warned the council that if it did not move forward with the plan to lease the garages, the mayor's office would have to make staffing reductions in police and fire, which has created a high-powered political environment surrounding this issue.

2. Parker App – Rebecca Agrait with Streetline presented on a new iPhone app (coming soon to other smart phones) that assists drivers in locating the nearest parking spot to their destination in Hollywood. Working with the City of LA and Council District 13, Streetline has created the app and utilizes sensors on the streets and parking lots that communicate where parking spaces are available, and includes information such as cost and hours available. Streetline can also create reports and dashboards for merchants using the system. Currently, the app works for the area bordered by Vine, Selma, LaBrea, and Franklin and costs \$1.99 through Apple's app store. The app is also integrated with DOT's new parking meters. Morrison asked Agrait if she had seen our Navigate Hollywood website yet, and suggested integrating this into the app as well.

D. Nominating Committee

1. The Slate of Nominees will be up for approval at the annual meeting on February 8, followed by the annual dinner at Off Vine Restaurant.

E. BID Renewal Steering Committee

1. The committee has finished all tasks for the renewal and expansion. The proposed new BID will be for a 7 year period, and the boundaries will now stop at Seward Street on the west side. The petition drive will begin in February.

7. New Business

A. Farmers Market: With respect to the Farmer's Market situation, the city has granted SEE-LA a 90-day extension during the negotiation period with the LA Film School. Morrison encouraged the Chamber to get involved, as both parties are members, and they will both be presenting at the next Chamber board meeting. Folb said that he is concerned that the BID has not taken a position to support the Film School's request to access their own facility and said he felt the BID should be there to support the property owners. Morrison said that the Film School had planned to build an office tower on the north side of their property but now the investors, who are based in Florida, are concerned about access to the property. She further added that the BID and the Chamber helped organize all the schools in Hollywood under the Hollywood U banner, in order to promote Hollywood as a post-secondary education destination, but now that Emerson has stalled and the Film School has been blocked access to their parking, it is compromises Hollywood's desirability as an educational mecca. Massie asked if LA Times would report on the Chamber meeting and the options and positions of both sides. She said the pro's and con's of both sides need to be made more obvious.

8. Next Meeting

The next meeting was scheduled for Tuesday, February 8, 2011 at 4 p.m. at AMPAS (1313 Vine Street, Los Angeles, CA. 90028). This will be the board's annual meeting, and a board dinner will be scheduled directly thereafter.

9. Adjournment

There being no further business the meeting was adjourned by Harter at 6:05 p.m.